

JOE GAETA

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CHANNEL SALES PROFESSIONAL

Executive territory channel manager and direct sales professional with extensive marketplace experience within Information Technology. Track record of passionately disrupting tradition with dynamic, client-centric solutions to ambitiously exceed predicted goals and increase market share. Enthusiastic and flexible, with ability to influence through conviction, data analytics, and thoughtful strategies. Committed to culturally aligned, value-focused sales and brand loyalty success. Excellent multi-tasking and prioritization skills with a track record of utilizing strong interpersonal skills to influence and build credibility within a team-oriented, collaborative environment. Experience with the reseller and partner channel. Recognizes opportunity in any marketplace and possesses extensive success in seizing it by utilizing a thorough understanding of how to deliver the message, create engagement, and gain market share.

KEY SKILLS & COMPETENCIES

- Channel Strategy Execution
- Marketing Automation
- Salesforce CRM
- Channel Program Creation
- Program/Project Management
- Sales Performance Management
- Value Proposition Presentation
- Strategic Sales Planning
- Written & Verbal Communication
- Pipeline Development
- Channel Management
- Subscription-based (SaaS) Sales
- Generating Accurate Forecasts
- GTM Strategy Development
- Organizational Acumen

PROFESSIONAL EXPERIENCE

OFFICERND

Decatur, GA

2021 – 2023

Software solutions that power flexible and hybrid working (“The Future of Work”). Help flex space operators, landlords, property management companies and corporate workplace teams manage flexible workspaces and a hybrid workforce.

Strategic Partnerships Director

Developed extensive partnership ecosystem of referral, reseller, and technology integration partnerships for OfficeRnD to drive revenue and to expand the capabilities of the OfficeRnD solution set. Responsible for partner recruitment, development, and support.

Selected Achievements:

- Single-handedly grew roster of referral and reseller partners from zero to over 60 in a year and a half.
- Executed four major integration partnerships.

PDI TECHNOLOGIES, INC.

Decatur, GA

2018 – 2021

The leader in enterprise management software for the convenience retail and petroleum wholesale markets, delivers solutions for intelligent business. Purchased ControlScan’s Managed Security Services portfolio in December 2020.

Account Executive – Channel & Direct

Drove business development and sales of ControlScan’s portfolio of Managed Security, Compliance, and Consulting solutions for small and medium businesses and within greenspace and whitespace for PDI’s Security Solutions line of business. Oversaw partner development, partner support, and direct sales.

Selected Achievements:

- Secured 150+ new clients.
- Boosted partner development by 10% in the value-added resellers, system integrators, and MSPs space, with goal to increase to 25% in FY21.
- Achieved >100% quota attainment FY19 and FY20.
- Won the Above and Beyond Award Q3 FY20 for breaking quarterly revenue record at \$423K.

GFI SOFTWARE

Decatur, GA

2016 – 2018

Offering award-winning IT software and hosted services for network and web security, email security, and web monitoring for small to medium-sized businesses. GFI acquired Kerio Technologies in January 2017.

Channel Sales Manager

Propelled growth of Kerio’s portfolio that included Collaboration, Unified Threat Management, and VoIP solutions for small and medium businesses through a network of channel partners. Built and sustained channel relationships via on-boarding, sales enablement, and regular cadences.

Selected Achievements:

- Overachieved goals at 102% FY16 for Cloud Solutions and FY17 for total contract value.
- Grew resellers 100% (35% of total company growth) by building relationships and providing a high level of partner support.

IBM CORPORATION

Smyrna, GA

2010 – 2016

An American multinational technology company providing computer solutions and AI for smarter business.

Sales Representative – Middleware

Grew IBM's Middleware Portfolio (both on-premises and SaaS) through sales prospecting, opportunity progression, and closure.

Selected Achievements:

- 5X IBM Award Winner.
 - ✓ IBM Global Sales Leadership Award Q2 FY15
 - ✓ IBM Manager's Choice Award Q2 FY15
 - ✓ IBM Sales Eminence Award FY14
 - ✓ IBM Business Unit Executive Award Q2 FY12
 - ✓ IBM Social Selling Leader 2013-2016
- Sparked 10% YoY territory growth.
- Took on greater territory responsibility, accumulating five (5) states and 300+ named accounts.
- Overachieved against goals YoY.
 - ✓ 200% Quota Attainment FY15
 - ✓ >100% Quota Attainment FY12 & FY14
- Assumed challenging new mission to turnaround stalled territory and killed goals in Q2 FY15
 - ✓ 534% of target goal/quota
 - ✓ Drove 11 key opportunities.
- Recognized by GM for developing junior reps 1:1 on Digital Mastery and as valued advisor.
- Fixed complicated license ownership issue and turned around customer satisfaction problem, leading to a Q3 MW Series opportunity and a \$42K net new WebSphere Cast Iron licenses in Q2

EARTHLINK, INC.

Atlanta, GA

2006 – 2009

A leading internet service provider offering safer, reliable, high-speed internet.

Channel Sales Manager

Drove new subscribers to EarthLink via channel sales partners.

Selected Achievements:

- Created opportunities which enabled channel partners to secure 4,000 new subs at \$800K YoY
- Launched, trained, and managed 15 partners to successfully acquire new narrowband, broadband, and voice subscribers, including aDSL, VoIP, and line-powered VoIP technologies.
- Managed four (4) local sales partners selling EarthLink's line-powered VoIP products across Chicago, Miami, and Seattle.
- Championed relationship management with value-added resellers, which captured \$100K+ in revenue growth.
- Increased monthly subscribers by over 400% within first 4-months managing account .
- Boosted monthly premium subscribers by 200%+ within first 2-months and increased value subscribers 150% during same period.

ADDITIONAL EXPERIENCE

Channel Sales Manager | SKYTEL COMMUNICATIONS | Atlanta, GA | 2003 - 2006

Program Manager – ibm.com Business Development Center | IBM CORPORATION | Smyrna, GA | 2001 - 2003

Client Representative | IBM CORPORATION | Smyrna, GA | 1998 - 2001

Senior Sales Support Representative | NATIONAL BUSINESS FURNITURE | Atlanta, GA | 1993 - 1998

EDUCATION

Georgia State University

History

CERTIFICATIONS

Certificate in Channel Management, 2019

Certificate in Professional Digital Selling, 2016

COMMUNITY DEVELOPMENT

President & CEO, The Joan Gaeta Lung Cancer Fund

Board of Directors/Board of Advisors, The Bonnie J. Addario Lung Cancer Foundation